THE WEEKLY ADVERTISER
CAB AUDITED 23,343 DISTRIBUTION

A FREE PUBLICATION FROM YOUR LOCAL RADIO STATIONS 3WM AND MIXX FM

Rates effective 1st January, 2015 (All rates ex GST)

Address: 2 Stawell Road, Horsham VIC 3400
Ph 03 5382 1351 , Fax 03 5381 1147

GENERAL INFORMATION

PUBLISHED: Tuesday

COVER PRICE: Free

CIRCULATION: 23,457

COVERAGE AREA: Wimmera, covering areas which include Horsham, Stawell, Ararat, Dimboola, Warracknabeal, Nhill, Balmoral, Dadswells Bridge, Goroke, Halls Gap, Harrow, Marnoo, Minyip, Murtoa, Natimuk and Rupanyup

ADVERTISING RATES

EGN ADVERTISING RATES

Page Size: EGN 38cm x 7col

Spend	Rate
Casual	$6.98 pccm
250cm	$4.58 pccm
500cm	$4.53 pccm
1000cm	$4.48 pccm
2500cm	$4.42 pccm
5000cm	$4.37pccm
10000cm	$4.27pccm

Page Size: Classifieds 38cm x 7col

CLASSIFIEDS Rate

Classified display $12.36 pccm

EGN & Classifieds Colour Loading

Full Colour	**$350**
Spot Colour	**$150**

MINIMUM SIZE: 5x2

PREFERRED POSITIONS

Page 1: 100% load
Page 2: 25% load
Page 3: 45% load
Page 4, 6, EGN, Specified and Other: 15% load
Page 5: 30% load
Page 7 & RHP: 20% load
Back Page: 20% load

COLUMN DIMENSIONS

EGN & Classifieds COLUMN WIDTHS

1col = 35mm 2col = 72mm 3col = 110mm
4col = 147mm 5col = 184mm 6col = 222mm
7col = 260mm

DEADLINES

EGN Booking:	Noon, Monday prior
EGN Cancellation:	Noon, Monday prior
EGN Material:	5pm, Monday prior
Classifieds Booking:	10am, Tuesday prior
Classifieds Cancellation:	10am, Tuesday prior
Classifieds Material:	Noon, Tuesday prior

INSERTS

	Wednesday
Rate	$95.00/000

Insert Booking Deadline: Subject to availability

Insert Delivery Deadline: At least 3 days prior to Wednesday publication

Insert Quantities: 18,400

Insert Delivery Address: **Shepparton News, 7940 Goulburn Valley Highway South Shepparton**

SPECIAL SECTIONS

- Motoring
- Travel
- Farming

MATERIAL SPECIFICATIONS

- PREFERRED METHOD: Quickcut
- Email Address for material: twaproduction@team.aceradio.com.au
- Contact GOFB for specifications

Please contact GOFB on Ph: (02) 9922 2677

All rates and loads are excluding GST – Fact sheet updated 25/02/2015